

ABSTRAK

Edu Silitonga 1610115310251, Jurusan SI-Manajemen, tahun 2021, Pengaruh Promosi, Karakteristik Produk, Terhadap Keputusan Pembelian Dengan Lingkungan Sebagai variabel Intervening (Studi Kasus Oppo Storejacky Plaza Andalas). Dibawah Bimbingan I Ibuk Dr. Lusiana, Se. Mm. Dan Pembimbing Ii Bapak Emil Salim SE. MM, MA

Penelitian ini bertujuan untuk mengetahui seberapa besar pembahasan Pengaruh Promosi, Karakteristik Produk, Terhadap Keputusan Pembelian Dengan Lingkungan Sebagai variabel Intervening (Studi Kasus Oppo Storejacky Plaza Andalas), Pengaruh. Metode pengumpulan data melalui observasi, wawancara dan studi kepustakaan. Metode analisis yang digunakan adalah analisis regresi berganda. Hasil penelitian yang didapatkan berdasarkan uji parsial (uji t) diperoleh : (a) Terdapat pengaruh signifikan Promosi terhadap Lingkungan di Oppo Store (b) Terdapat pengaruh signifikan Karakteristik produk terhadap Lingkungan di Oppo Store (c) Terdapat pengaruh signifikan Promosi terhadap Keputusan Pembelian di Oppo Store (d) Terdapat pengaruh signifikan Karakteristik produk terhadap Keputusan Pembelian di Oppo Store (e) Variabel Lingkungan tidak mampu memediasi pengaruh signifikan Promosi terhadap Keputusan Pembelian di Oppo Store (f) Variabel Lingkungan mampu memediasi pengaruh signifikan Karakteristik produk terhadap Keputusan Pembelian di Oppo Store (g) Terdapat pengaruh signifikan Lingkungan terhadap Keputusan Pembelian di Oppo Store.

Akhirnya penulis menyarankan kepada Storejacky Plaza Andalas Dapat Meningkatkan Promosi, Karakteristik Produk agar dapat memaksimalkan penjualan

Kata kunci : Promosi, Karakteristik Produk dan Keputusan Pembelian, Lingkungan

ABSTRACT

Edu Silitonga 1610115310251, Department of SI-Management, 2021, The Effect of Promotion, Product Characteristics, on Purchasing Decisions with Environment as an Intervening Variable (Case Study of Oppo Storejacky Plaza Andalas). Under the Guidance of I Dr. Lusiana, Se. Mm. And Supervisor Ii Mr. Emil Salim SE. MM, MA

This study aims to determine all discussions of the Effect of Promotion, Product Characteristics, on Purchasing Decisions from the Environment as an Intervening Variable (Case Study of Oppo Storejacky Plaza Andalas), Influence. Methods of data study through observation, interviews and literature study. The method of analysis used is multiple regression analysis. The results obtained based on the partial test (t test) obtained a significant effect of Promotion on the Environment at the Oppo Store (b) have a significant effect on Products on the Environment at the Oppo Store (c) there is a significant influence on Purchasing Decision Promotion at the Oppo Store (d) significant influence of product categories on Purchasing Decisions at the Oppo Store (e) Environmental variables are not able to mediate the significant effect of Purchasing Decision Promotion at Oppo Store (f) Environmental variables are able to mediate significant effects products related to Purchase Decisions at the Oppo Store have a significant environmental influence on Purchasing Decisions at the Oppo Store.

Finally, the authors suggest to Storejacky Plaza Andalas Increase Promotion, Product categories can increase sales

Keywords: Promotion, Produdan category and Purchasing Decision, Environment